

Item No. 9c

TOWN OF LAUDERDALE-BY-THE-SEA

AGENDA ITEM REQUEST FORM

Development Services

Department Submitting Request

Bud Bentley

Interim Assistance Town Manager

<u>Commission Meeting Dates</u>	<u>Last date to turn in to Town Clerk's Office</u>	<u>Commission Meeting Dates</u>	<u>Last date to turn in to Town Clerk's Office</u>	<u>Commission Meeting Dates</u>	<u>Last date to turn in to Town Clerk's Office</u>
<input type="checkbox"/>		<input type="checkbox"/> July 27, 2010	July 16 (5:00 p.m.)	<input type="checkbox"/> Oct 26, 2010	Oct 15 (5:00 p.m.)
<input type="checkbox"/>		<input type="checkbox"/> Aug 24 2010*	Aug 13 (5:00 p.m.)		
<input type="checkbox"/>		<input type="checkbox"/> Sept 14, 2010	Sept 3 (5:00 p.m.)	<input type="checkbox"/> Nov 9, 2010	Oct 29 (5:00p.m.)
<input checked="" type="checkbox"/> June 22, 2010	June 11 (5:00 p.m.)	<input type="checkbox"/> Sep 27, 2010	Sept 17 (5:00 p.m.)	<input type="checkbox"/> Nov 23, 2010	Nov 12 (5:00p.m.)

* Subject to change

NATURE OF AGENDA ITEM

- | | | |
|--|--|--|
| <input type="checkbox"/> Presentation | <input type="checkbox"/> Resolution | <input type="checkbox"/> Manager's Report |
| <input type="checkbox"/> Public Safety Report | <input type="checkbox"/> Quasi Judicial | <input type="checkbox"/> Attorney's Report |
| <input checked="" type="checkbox"/> Consent Agenda | <input type="checkbox"/> Old Business | <input type="checkbox"/> Other |
| <input type="checkbox"/> Ordinance | <input checked="" type="checkbox"/> New Business | |

SUBJECT: Valet Parking Proposal

EXPLANATION: On April 9, 2010, the Town Commission received a request (**Exhibit 1**) from the three downtown businesses, 101 Ocean, The Village Grille, and Athena-by-the-Sea for a 90-day trial valet operation using the public-right-of-way (**ROW**) to transfer vehicles. The valet service would be contracted by and under the direction of 101 Ocean. Pictures of the proposed area are attached (**Exhibit 2 & 3**).

The subject of a valet using a public street for its transfer point has been discussed by the Town Commission several times before and most recently, at the June 9, 2010 Commission Round Table. At that meeting, the Commission directed staff to schedule the item for consideration at the June 22, 2010 Commission meeting and notify all businesses on El Mar Drive that the item was scheduled for the June 22, 2010 Commission meeting. Attached (**Exhibit 4**) is a copy of the notice being delivered to the El Mar businesses and the business on Commercial east of Seagrape.

The Specific Trial Proposal

The proposal identifies the vehicle transfer location to be the two public metered parking spaces in front of the Country Ham and Eggs restaurant. All vehicles would be parked on private property.

On May 17, 2010, staff held a meeting at Jarvis Hall to discuss the proposal with the applicants and other interested individuals. Approximately 14 people attended including the Interim Town Manager, Interim Assistant Manager and the Development Services Director. During that meeting, the following alternative transfer points were discussed.

1. El Mar south of Commercial. We evaluated the southbound and northbound ROW.
2. El Mar north of Commercial – in the section with four lanes just north of the alley. Valet operation from the lane next to the median.
3. The Pier Parking Lot – with the access to the alley being open.
4. The Town Parking lot on El Mar just north of the Ham and Egg restaurant.
5. Commercial just west of Aruba and next to The Village Grille.

After the meeting, staff conducted on-site evaluations of each site and found the alternative locations to be inferior to the proposed location, or, in the case of Alternative 3, not on public property. We are prepared to explain our findings if the Commission desires specifics.

STAFF RECOMMENDATION:

We believe a valet operation can be successfully and safely operated in the ROW and would offer downtown patrons an additional parking option and recommend the Commission take the following action:

1. Approve a 90-day trial period (without the applicant's free parking for residential permits), and
2. Direct staff to:
 - a. Establish rules of operations. (Such as no blocking of the alley next to Ham and Egg or the egresses to the Town parking lot, location of stacking lane, maximum number of cars that can be stacked, no valet parking on town streets and "Town Valet" not to be used on signage or in marketing.)
 - b. Ensure the Valet operation has a minimum of \$1,000,000 in General Liability Insurance per incident and the Town is named as an additional insured plus all other required insurance coverage.
 - c. Prepare an evaluation report at the end of 60-days that includes comments and observations from businesses in the area and users of the service. Schedule the report for Commission discussion.
 - d. Evaluate the 2009 draft amendment to the Code authorizing valet in the ROW and provide recommendations.

BOARD/COMMITTEE RECOMMENDATION: N/A

FISCAL IMPACT AND APPROPRIATION OF FUNDS: The applicants would bear all direct cost of the trial period. The Town would use existing staff resources to monitor the valet operation and prepare the trial period evaluation report. If the Town Commission decided to consider a Code amendment to allow this sort of Valet operation, a fee will be proposed to process applications and monitor operations.

<input type="checkbox"/> Budgeted Amount	<input type="checkbox"/> Acct #
<input type="checkbox"/> Transfer of funds required	<input type="checkbox"/> From Acct # _____
<input type="checkbox"/> Bid	<input type="checkbox"/> Grant <input type="checkbox"/> Amount represents matching funds

Town Manager's Initials: CA

Town Attorney review required

☐ Yes ☒ No

Attachments

TO: Town of Lauderdale-by-the-Sea Commissioners

FROM: 101 Ocean, The Village Grille & Athena-by-the-Sea

RE: Proposal for a town valet trial at 101 Ocean/Village Grille/Athena

DATE: Thursday April 8, 2010

DETRIBUTED
TOWN COMMISSION
09 APRIL 2010

Exhibit 1

Summary: 101 Ocean, The Village Grille and Athena-by-the-Sea respectfully ask permission to trial valet parking for a 90-day period starting April 28th or 29th 2010. Car drop-off and pick-up will take place on El Mar Drive utilizing the existing metered parking spaces directly outside 101 Ocean and The Country Ham and Eggs. Cars will be shuttled a short distance to use parking spaces currently available at the 218-220 Commercial Blvd. The operation will be constantly monitored in order to ensure there is minimal or no negative impact to current traffic flows. The operation will be evaluated after 60-days by the town of Lauderdale by the Sea.

Valet Operator: The valet operator will be Demko Parking. The founder of Demko, Janos Demko has been in the business for 11 years and operates valet services for Las Olas Riverhouse, Café Martorano and Levinson's jewelers on Las Olas; they are fully insured and experienced valet operators.

Valet Hours of Operation:

Monday: 5:00 -10:00 p.m.
Tuesday: 5:00 -10:00 p.m.
Wednesday: 5:00 -10:00 p.m.
Thursday: 5:00 -10:00 p.m.
Friday: 5:00 pm -12 a.m.
Saturday: 5:00 pm -12 a.m.
Sunday: 5:00 -10:00 p.m.

04-09-10P02:14 RCVD

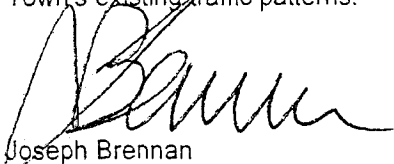
Cost to Customer: \$8 for three hours. During the trial period, we will offer free valet parking to any resident with a town parking permit.

Signage: A removable sign will be used. The sign will say "Town Valet parking \$8"

Drop Off: The service will utilize the two spaces directly outside the Country Ham & Egg. On drop off the cars will head Southbound on El-Mar to Datura, Westbound on Datura directly to the parking lot.

Pick Up: On customer pick up, cars head North on A1A and use the alley behind Athena & 101 Ocean back to the two spaces outside Country Ham & Egg.

Monitoring and Appraisal: Operations will be monitored daily and changes made as appropriate. It is our intention to offer a quality valet operation at the same time causing little or no disruption to the Town's existing traffic patterns.



Joseph Brennan

Secretary / Treasurer

Beach Restaurants Inc DBA 101 Ocean

(On Behalf of 101 Ocean, The Village Grille & Athena-by-the-Sea)

Applicant's proposed valet location

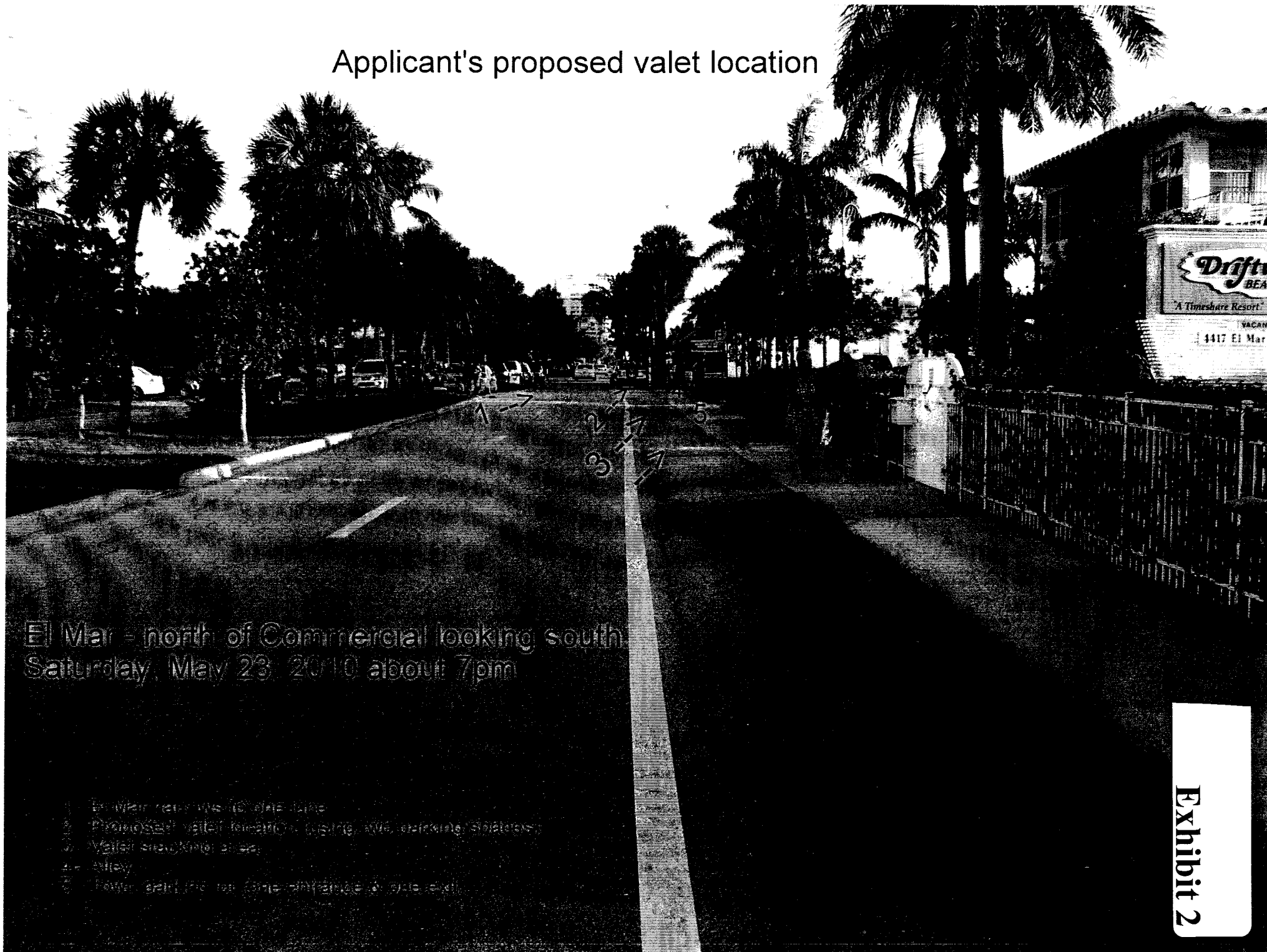
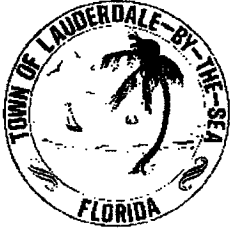




Exhibit 3



Town of

Exhibit 4

LAUDERDALE-BY-THE-SEA

DEVELOPMENT SERVICES DIVISION

4501 Ocean Drive, Lauderdale-By-The-Sea, Florida 33308-3610
Telephone: (954) 776-3611 * Fax: (954) 776-3431

June 15, 2010

Subject: 90-day Trial Valet Service Proposal

Dear Business Owner:

This notice is to inform you that the Town Commission will be considering a 90-day trial valet service proposal at the June 22, 2010 meeting at 7:00 PM in Jarvis Hall.

This item was a topic of discussion at the June 9, 2010 Town Commission Workshop. You can view the video on the Town's website lauderdalebythesea-fl.gov and select the 'VIDEO' tab which will take you to "Archived Videos". When the Agenda page comes up, select "Discussion Item c" that pertains to "Trial valet parking". If you need assistance, please contact our office at 954-776-3611.

Staff believes a valet operation could be successfully and safely operated in the Right-of-Way of El Mar Drive and would offer downtown patrons an additional parking option. The 90-day trial period was requested by 101 Ocean, the Village Grille, and Athena By The Sea.

The proposal identifies the vehicle transfer location to be the two public metered parking spaces on El Mar Drive in front of the Country Ham and Eggs Restaurant where the valet service will pick up the vehicles. No valet parking will be allowed at street meters.

Staff will prepare an evaluation report at the end of sixty (60) days that will include comments and observations from businesses in the area and users of the service. Your input is important to us and if you wish to further discuss this issue, you can contact Jeff Bowman (email jeffb@lauderdalebythesea-fl.gov) or Interim Assistant Town Manager Bud Bentley (email ATM@lauderdalebythesea-fl.gov).

Sincerely,

Jeff Bowman, Director
Development Services Department

Cc to: Connie Hoffman, Interim Town Manager